

mpressions. A Journal of Business Making Ideas

Here you may profit by the experience of others.

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MR. J. ANGUS MACDONALD gives the following advice to the new clothing advertiser: "Make up your mind on several things at the outset. Make up your mind on the advertising outlay—but do not necessarily confine yourself to a certain expenditure every month—leave a slight margin—a sort of elastic margin which you can spend or not as conditions demand. Make up your mind that you will be a persistent, optimistic advertiser rather than a spasmodic pessimist. Make up your mind to get a certain space at regular times in your local paper. Make up your mind to have about four splurge sales per year, each of which, if properly pushed, ought to last at least a fortnight. Make up your mind to have your ads honest, clear, clever and rightly typographed and properly illustrated. Buy space on long term contracts, and get the benefit of all discounts by so doing, and see that your local paper treats you right on reading notices. Good reading notices represent gilt-edge advertising, and I am surprised that clothing advertisers are so slow on this point.

"Never try to advertise clothing without cuts. Some advertisers get along without cuts, and they appear to do it successfully; but I cannot help

To the New
Clothing
Advertiser.

thinking that they would do it more successfully if they used cuts. Nothing will attract the eye to a printed page quicker than an illustration. Through a cut the mind receives an instantaneous and vivid impression of a garment. Double the cut space in simple type could not do this."

Here are a few suggestions for clothing ads that may be of use to readers of IMPRESSIONS:

The boys like 'em because they can keep warm and not feel bundled up. We mean our boys' reefers. The mothers like 'em because the boys keep them on and are glad to wear them. They wear longer and look neater than a long overcoat.

"Cutting a figure" is all right if you cut the right kind. The kind of a figure you cut depends largely upon the cut of the clothes you wear. Time was when tailor made was the only well made clothing. Ready to wear garments we are offering today are distinctly ahead of any but the most expensive custom made garments. They are near to perfection in goods, fit and finish.

Sailor suits. For a natty "dress-up" costume for a boy's summer wear, the sailor suit will always be the favorite. We show a handsome line of them in plain or striped flannels, duck and other strong materials, with good range of choice in style and trimming. Come and try one on the boy.

Where will you eat Thanksgiving dinner? If you go away you want to look your best, and if your friends come to see you you must be well dressed. It's time to think of winter clothes. We sell the suit that fits and is fashionable. Not very expensive either, and gives you a well dressed appearance.

Well equipped. Those who buy their clothing here are thoroughly and properly equipped for society, sport and business, for each garment is correct in its particular line. We make any required alterations without charge, and the result is always satisfactory. There's a great combination of fit, style and service in our men's \$500 suits.

A bright boy needs good clothes. They must be made to fit him if they are to wear as well as you desire. We have ready-made suits for rough playing boys who are anxious to keep clean and look as well as their parents will let them. Here are little men's suits just like papa's and some boys' styles just as nice as any ever made. Sold for a low price.

Rags are unnecessary when you can buy a new suit of clothes that show their quality and give pleasure for so low a price. These suits have strong seams, have been well cut and will prove the best value you could get anywhere.

When you need clothes and realize your need, we want you to come and let us fit you out with a new suit that will be just to your liking. If you don't realize the need for clothes and yet care for the best procurable for the money, come and let us convince you that we can save you in many points.

Can't match this. Though we can't match this in double-breasted coats, we have everything that is beautiful and useful in this popular style—and others can't match our prices. We dress conservative men, young, dashing men, old men, clergymen, slim, short, heavy, or tall men, and do it appropriately. You will not find our styles nor prices surpassed in advantageous points to you.

Fall season clothing. The wise man is ready for the chilly days of autumn. We have been wise in having our stock ready and you should be wise in buying early. Little cost for good clothes and you can select from these new creations one that is just suited to your ideas.

The correct wear. We show the correct wear for men, and are careful not to confuse styles of coats for English coachmen with coats for American business men, as some dealers do. Give us your order. We will see that you are properly fitted.

A coat for comfort that costs little. Don't swelter and suffer this hot weather. Don't abandon the coat entirely. The best way to be sure of being in good form and be very comfortable is to have one of those light weight coats. Made to hold their shape, sure to hold their shape.

Let us serve you. It's the particular person we appeal to. The man whose ideas of dress are formed from his custom of wearing carefully made, well fitting garments. Cut after fashionable models, and made to wear and fit the particular, hard-to-please individuals, these \$50.00 suits are sure to be popular.

Congratulations follow the purchase of one of our suits. A man looks well dressed—is well dressed—when wearing clothing with our mark in them. For midsummer wear we have the biggest, finest line any one needs from which to select; and for fall we bespeak your inspection here first, for its going to pay you.

Take one of these coats, put it on and see how it feels ; hold it up and examine the work and the materials. We guarantee the garment. Take it home and wear it ; if it don't hold its shape and character, bring it back, that's all.

Does the old coat look shabby? Better have a new one anyway for this fall. Men are going to be a little more particular of their appearance and will want nicer things. Here's a coat for \$12 that will give you a fashionable touch. Several colors and several weights—all well made.

Clothes that give comfort, make you feel right and look right. It isn't a question of a bad fit just because you get a ready-made suit. We fit you from our stock and give you satisfaction at slight cost. The way we do it is what counts. The fall fashions are in, and you can select a suit that won't cost more than it should.

The kind you like. If you have a taste for correct garments, no matter if you want to pay but a small price, remember the stock we handle solves the problem. Some fashionable clothes for men of all ages. In the ready-to-wear department we have suits to fit all, and guarantee perfect clothes.

Consider the clothes. Notice these suits we are selling for \$10.00. They are the best of their kind on the market. Take them home and study them there. If you don't like them, then we want you to bring them back.

Every man's ideas. There's an advantage in buying your clothes of us, for you get the fashions from the metropolis. Every man's tailor cannot live in New York city, but you may have your clothes from this or other centres of fashion by buying them of us, and save money at the same time.

Your golden opportunity. We have purchased an immense stock of serviceable and up-to-date goods in the lines which we will display to the public. When in search of anything out of the ordinary we will be pleased to have you call as we think with our experience in buying these goods we have placed on the market as fine a stock as was ever seen in this vicinity.

To look well is the ambition of every one. It will be easy to do so if you purchase one of the well made gowns or suits which we are turning out every day. We believe in making every garment just as it should be. Your tailor can not make you look any better in his high-priced suit than we can in one of ours. We have a complete stock of ladies' and men's clothing in ready made garments which we will be pleased to show you.

Pleasing clothes for well-dressed men. When we buy our stock we are anxious for rare quality and right price. We are anxious to procure for our customers the best the manufacturers produce. There's quality, style and finish in these suits and every buyer speaks of his pleasure in owning them.

Pointers on clothing. We direct your attention to the good points of these ready-to-wear clothes. We want you to notice the seams—how well they are made; the goods—how fine the quality; the linings—how elegant. We know they'll wear, for they've wear in them.

Clothes or costumes. If you want a suit of clothes in which you can represent yourself as a business man of to-day you should come here for it. These are the suits that make men look the part. When we sell it you may be sure it is well made and will give satisfactory wear.

A man of intelligence knows the advantage of having clothes of quality that don't cost a great deal. In buying our stock we look out for the men who want good clothes at reasonable cost. We'll measure and fit you in short order with garments of correct style and texture.

A coat that looks right. Let us send one of these nice top coats to your home for you to try on. Let your wife or your friends judge of its quality and fashion. We'll promise you a fit and a stylish garment. We'll promise you, too, that we'll save you money on the purchase.

Fashionable coats for men of affairs. Just because these coats are sold for less than exclusive tailorings, you needn't think they are cheap in material or appearance. They have the real quality look and do not cost near as much as you would think. We'll fit you for half; isn't that an inducement?

No need of price mark. In the old days there was no need of a price mark to prove that a ready-made suit was a ready-made suit. Better than custom-made. Now that the large clothing manufacturer employs the most skilful cutters one of our ready-to-wear garments looks far better than the average tailor-made.

"All look alike" is the reason many women of judgment refuse to buy a ready-to-wear cloak. They do not want to meet two or three counterparts of themselves every time they go out for a walk. Exclusive patterns. Every one of our cloaks is an exclusive pattern. Not more than one of these handsome garments will be seen in town.

Wherever you go you will see the best dressed men wearing the Blank clothes. Made in the east, they have the earmarks of fashion. We are recognized as leaders of men's fashions in clothes.

We give you a fair chance. We never take advantage of a customer—never give them cause for looking on us with suspicion. We deal honestly with all—give them honest things at living prices. These garments give pride in ownership and furnish right things for stylish dressers.

A man's a man when his clothes make him so. We outfit men every day and they go from here showing their good qualities and pleased with what we have done. We sell you a suit that will give a good standing to you as its wearer and that will show its quality all through its service. Save you money, too.

Who buys the clothes? We have a greeting for all, whether they buy of us or not. Our feeling is one of pleasure, anyway, at being able to offer good things all the time. We greet the people with pleasant thoughts and give pleasure by giving the worth of the money spent with us.

Look like men. The clothes we sell give that manly appearance. The clothes are cut according to men's ideas and made so they will become real men. We sell a suit for \$14 that will serve you as well as any you ever bought for one-half more.

Christmas charms. Your charming frau will agree with your taste and discretion if your Christmas purchase of clothing for yourself or for a gift is made here. Our name on the box is a guarantee that the garments enclosed are correct, genteel, durable, and of the best style.

An open question. Every age of man has a particular idea about the clothes to be worn. Many men like one style, some prefer another. We'll settle the question for each particular one. If you want a seasonable suit at reasonable cost remember we supply it for you.

Made to fit. Our business suits for business men at business prices are sure to be popular. A new line for fall—a complete line of mid-season clothing. Excellent wearable garments. New shades—light weights—right shapes—low figures.

Everything in its place. This recognized motto for good housekeeping is equally good as a motto for taste in dress. We show the right things for the right time and place. You are rightly attired if you buy your things here.

Large or small. The sort of valises or suit cases you would find it convenient to handle. Just the size for your use. Real leather and real beauties. Your baggage will be a credit to you and we want to tell you how low a price we can name.

Just the thing for the day. You always find it hard to select just the neckwear for daily use unless you have an abundant stock. We help you to own many styles of ties by providing that which is fashionable at prices that are reasonable.

Selecting a tie that is just right is difficult. We know about the shades and the shapes and the weights. We'll sell you a tie that will give you much pleasure. We'll tell you the style you ought to wear. Four-in-hands, Ascots, bows, string ties, light, dark, figured, plain, large, small.

Out of the bandbox. The fashionable men of to-day are the best dressed men of all times. They have the correct appearance always. The reason is the vast array and real beauty of the furnishings. The fall tones and shapes of neckwear, gloves, hosiery, shirts, etc., will enable men to show their good taste.

Shirts that talk. We have shirts of all shades and colors. Loud shirts, modest shirts, colored shirts, white shirts, soft bosoms, stiff bosoms. All the things that go to make a man's wardrobe perfect are here in variety to suit all tastes.

Have you the pajama habit? If not, you have missed a good thing. They don't pull out of place at night, don't leave any part of your person exposed. They are made well, hold their shape and look well. If you prefer night gowns, we have them, but we like to tell you of the pajamas, because they are good.

A man's appearance depends on collars to suit the neck, gloves that are just right, neckwear that is becoming, underwear that is comfortable, socks that look pretty and wear. We furnish things worth wearing at prices worth paying.

Umbrellas fit to carry—the sort of umbrellas that look well, in which a person can take pride. Several dark shades, but the blacks are most popular. Silk or imitation. Real worth at low cost. All these umbrellas are fast colors and the full weights. From 65c. up.

Suspender comfort. Some men dispense with suspenders. They say they are not comfortable. Others use the Blank suspenders and find it just as pleasant. We sell the furnishings which will give the particular man much pleasure.

An evening at home. How fine to have a nice dressing gown to give you comfort in your evenings at home! There are many comforts you could have if you only thought so. We'll give you worth in what you wear, and want you to come and see and buy what suits you best.

You can't make a mistake. In Christmas buying for your men friends, you can't make a mistake when you get handkerchiefs. We are showing especial offerings in handkerchiefs, gloves and linens—the former from 15 to 50 cents, every thread linen. The price is going up, too; a generous outlay now is economy.

A man's a man. Our colonial forefathers are separated from us by more than a century's history, but the feelings, tastes, and admirations of a man are much the same. Good and tasteful belongings have always distinguished gentlemen, and our elegant scarfs, gloves, and fine novelties are always appreciatively worn by gentlemen.

Getting at the matter. You can't be sure that your health is safe, these days, unless your underclothing is right. Your own feeling goes clear through you. It's most important that you feel comfortable. Our Blank underwear is durable, comfortable, healthful and economical. Come in and look at the stock.

Collar comfort depends on the fit of the shirt as well as the fit of the collar. We'll see that the neck is perfectly fitted so that you may have satisfaction in the wearing of your clothes. All our clothes are fashionable and pleasing.

Your nicest shirts will be pleasing if you send them to us to be laundered. We recognize the worth of first class work on your linen. Saves wear and worry. You needn't feel concerned about the care we give the work we do. It will stand for us anywhere and any day.

So far, so good. We don't sell Klondike gold mines, nor Standard oil stock, but so far as we go, everything we sell is just as desirable in its way. Our gloves, neckwear, hats, collars, cuffs, umbrellas, canes, etc., all bear the imprint of quality and the impress of style. We never fail to follow the fashions.

Gloves for wear of all kinds, made of good leather, well stitched, and at a price that will make you wonder. For a good dress glove, or a glove for driving, it will pay you to see this stock. We have several different manufacturers' goods in this line, and every one of them bears the maker's stamp.

You dusty man! Why do you not get one of our neat little clothes whisks that you can carry around with you? They are light and soft, do not cut the clothes and can be carried easily. Only 25 cents.

Don't ask him what you shall get for Christmas. Just visit our store and get one of these fine shaving mugs, either plain or fancy. It will be sure to please. They have partitions for soap, with notches to prevent lather from spreading over entire brush.

Right in it. You will find yourself in the midst of fashionable furnishings at this store. We believe you will be able to choose some neckwear that will exactly fit your needs. Fashionable fancies, plain or elaborate.

It will suit the man as well or better than anything else you could get him for a Christmas tree—one of these swell suit cases. The prices run from \$3.50 up; for that price you can get a stout, serviceable case of good oak leather with brass corners and trimmings that will last a lifetime.

The extra pair. No one man ever has too many pairs of trousers, but this store has more than it should have just now. They're all new goods, modeled on correct lines and made up from regular trouserings, and only the overstock is responsible for the special prices we have marked on them in order to sell them rapidly.

Any man who enjoys his home life, wants a nice house-coat or smoking jacket; and any man who has \$3.50 to invest can get a really good garment that will give him lots of comfort. Better ones for a little more, but no shoddy goods at any price. Prepare now for winter comfort.

Gentlemen, we have a lot of those 15-cent and 20-cent collars that you liked so well still left. We want you to have them. They are modeled after the human neck, not cut out like a strip of lath and bent round.

Be prepared for colds. They are certain to come. Now is a good time to lay in a stock of men's large handkerchiefs. Some plain—some with colored borders. All of good material and neatly hemmed, and will grow softer and nicer the longer they're used.

Take any overcoat in our stock, and you can't miss a bargain. In material, style, workmanship and finish they are the very best goods we have been able to secure. We can fit any man—long, short, thick or thin, and we'll cut a tailor's price about the middle for goods of equal merit.

Last week was a red letter week for us, and we are making this a red letter week for you by selling men's furnishings at one-third off all through. Underwear, suspenders and Madras shirts ridiculously low. Do not miss this chance.

Your chance. Get in quick, for there are others who won't wait. The celebrated all elastic suspenders are here and we sell them with a guarantee as to quality and durability. Everything in men's wear at prices that will please.

If you want a tip on what men are wearing in shirts and neckwear we will furnish it and charge you no more for one of those stylish fall shirtings with the narrow stripes or small figure patterns. Fortune favors a well dressed man, he gets more attention from men and women. We furnish all the niceties with which to top off a new fall or winter suit.

They're needed now. Impossible to delay the purchase of heavier underwear much longer, and impossible to duplicate our underwear offerings elsewhere. Men's good woolen 2-piece suits, tan, scarlet, blue or gray, well made and nicely finished, all sizes; the complete suit ninety-six cents—forty-eight cents each piece.

These for men. Long, full, warm night-shirts of outing-flannel or eider down, nicely trimmed and made with great care, in pretty colors of plain or striped goods; turn down collar and double wrist-bands, selling for a week at 74c—worth a dollar.

Who's got it? Don't ask your neighbor or friend if they have your umbrella. Doubtless you left it somewhere, but if you are wise you will get one of these we are offering today. They are cheap enough to lend or to lose and nice enough to carry.

The wind-up of a glorious season. Your choice of 100 suits for the little fellows, four to eight years old, none worth less than \$2.50 and some \$3.00. To clear at \$1.30 Saturday morning. All are made with nobby vests, for what boy wants a suit without a vest?

Never call a man good looking until you have seen him within one of our made-to-order suits. They give him a style and elegance that no other can attain, and put him at once in the happiest humor and the sunniest smiles.

A bird in the hand is worth two in the bush. So is cash to us worth more than too large a stock of clothing. So we offer you men's overcoats. Every grade, at from 30 to 40 per cent less than regular prices. Men's fine trousers at from \$3 to \$5.

Perhaps you're wearing last winter's underwear this winter, and perhaps its getting a little thin. You'll need new underwear, anyway, and we want you to examine this extra heavy, fleece lined, white, scarlet or gray, for men or women, at \$1.25 a suit.

The awful boy is often the outcome of a shabby suit of clothes, and the mother who dressed her boy in his best suit of clothes whenever he was very naughty knew what she was about. Your boy will improve wonderfully with one of our double-breasted suits for fall.

Lively lads soon test the quality of the clothing you buy for them. Here are some three-piece suits that will keep the liveliest lad looking neat and whole longer than any other suits at the prices—\$3.27 up to \$4.68. New styles and new fabrics, and our guarantee of excellence with each suit.

Children's caps, jaunty pretty caps for little fellows, light weight for summer wear, in plaids and checks; peaks wide enough to protect the face, and shapes to please particular mothers. A whole big counterful put on sale at prices that run up from 25 cents, but none beyond 75 cents.

Our first fall consignment of the up-to-instant clothings, furnishings, etc., has arrived. Watch for our fall opening. Everything is fresh, no old stock to dispose of, and every article is the season's latest. Swell clothing and furnishings for swell dressers, and every article sold at a price that is marvelous considering quality of goods.

The fit of an overcoat should interest a man as much as the fit of a dress coat. There is no necessity of an overcoat making a man look stuffy or clumsy. The coat for comfort is our right length skirt, right length sleeve, well lined \$—— overcoat. Try one of them on and judge it for yourself.

Boys' Winter Needfuls. Here is a line of boys' overcoats that will command the approval of every parent of healthy youngsters. Double breasted ulster shapes, belted, side and breast pockets, broad collars; ankle lengths; well made and well lined; sizes from 9 to 14 years. Prices \$3.98 up.

The fall rains are very conducive to colds, and colds require handkerchiefs. Now, have you a good stock of handkerchiefs? We have, and we have them for you. There are plain and linen ones, and embroidered and lace ones. From five cents to five dollars.

IN the mad rush for beautiful penmanship, the real essence of writing is often overlooked. It is all very well to give specific instructions on writing or other branches, but it is sometimes better and more valuable to enter the open field where one may see things comparatively and contrastingly. As "Sherlock Holmes" says, the brain is like an attic, capable of holding just so much and no more. To know one thing is to be ignorant of something else. The life and use of writing is found in its characteristics, but in applying the mental energies so specifically to forms and beauty of writing, the great sea of thought carried down from generation to generation, is left in the dark abyss of ignorance. Writing is the origin of all printed matter, and in its broad sense represents all methods of thought preserving.

Did it ever occur to you that printing may be too fine? That the fineness of the printing may detract the attention of the reader away from the subject matter? The errand of the printing, or writing, designates its style and nature. A piece of printing for an art emporium can not be too fine, but a straight business talk to prospective customers had better avoid detractions from the message. An artist never feels complimented by the profuse compliments made upon the picture frame that holds his painting. It is probably safe to say that poor printing is never appropriate anywhere, or for any occasion.

I regard IMPRESSIONS a remarkably good example of printing that fits the messages it conveys. I refer especially to the body part of it. It is strange that so little has been said about diversion and detraction in writing and printing. An elocutionist in one of the large cities was in the habit of getting out advertising matter in the highest degree of skilful type art. The announcements were printed in four or five colors in a style

that would put the ordinary chromo artist to shame. He complained to me that he did not get good results from his advertising. It was suggested to him that he put his announcements in plain good printing. He did so, and the results proved satisfactory.

The most beautiful thing about writing is the wonderful messages it conveys through time and space. Digression impedes the message. Shorthand affords a splendid lesson for all of us in the matter of observing the characteristics and sticking straight to the mark. Shorthand speed is due to fast writing and brevity of forms, but longhand is more susceptible to fast line writing than shorthand. But penmanship has been amusing itself with beauty and artistic effects, while shorthand kept everlastingly at the roots of the characteristic lines, curves, dots and circles, outdoing longhand ten to one. Its skilfulness towers above that of longhand as the mountain towers above the hillock. Not a speck of ink is ever found in its makeup, but it has a significance. Printing must continue to represent the fine arts and so must penmanship, but we are in need of longhand writing that is governed wholly by its essence or characteristics.

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MAIL order publications pay because their subscribers have formed the habit of buying by mail from advertisements.

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IT is wasted effort to cultivate desires in families limited to \$600 incomes that require \$3,000 incomes to satisfy them.

* * *

HE whose business is everybody's business hasn't any business to have any business—and he generally hasn't.

*Daniel H.
Barron.*

BUSINESS success, measured by money, is always comparative. One man conducting a candy store may clear \$5,000 a year from the business, and yet not measure in business acumen with another dealer in candies who out of his limited opportunities is clearing only \$500 a year from the business.

"There are two types of successful business men," is the dictum of an observer of men. "One goes along carefully, takes the minimum of risk, and succeeds moderately well. The other judiciously takes large risks, embarks on bold projects after lengthened and careful consideration, and probably becomes a millionaire."

It will be noted that the observer of men and things considers both the types successful. His own judgment in the observation may have been on the side of the man who takes the minimum of risk and reaps moderateness in his success. At the same time the world's admiration will be with the other type, which makes the Napoleonic moves of the financial world. In public opinion this doer of great things will have been born to it, the hero of business; the capable conductor of the small affairs of life may enjoy his comfortable fortune with half his acquaintances referring to the commonplace route by which he came into it.

Yet to the philosopher, Sir Isaac Newton tackled as great a problem in attempting to discover the reason for the apple's falling down instead of up as Columbus did in starting on his first voyage in proof that the earth was round.

There are few doubters of the statement that in the Napoleons of the business world inspiration may cut as large a figure as it has cut in the histories of men famous in the arts and sciences and revolutions of the world. Columbus started out on his western journey to the east for the reason that he had figured the route as possible

in his own mind. James J. Hill, president of the Great Northern Railroad, for instance, left off cutting wood and rails in the Canadian woods to become an "empire builder," not because he had ever done any building of the kind but because somewhere in his subconscious nature he felt the impulse calling.

Hill's case is strikingly illustrative of this greater type spoken of by the philosopher.

No doubt it was the first of Hill's "judiciously taking large risks," when his brother and the friend of the two, resting upon their axes in the Canadian autumn woods, heard "Jim" announce that he was done cutting rails. Kinsman and friend united to dissuade him from the step. Both of these dissenters are still small farmers and James J. Hill is said to be worth \$100,000,000. They could not see as Hill saw, nor did they have the Hill inspiration, which was more. To doubt Hill inspiration is to throw meaninglessness into his accomplishments. That a boy, born in a log cabin in the north woods and unfamiliar with the ways of the world, ignorant of the first principles of railroading even when railroading had few developed principles, and yet nursing in his heart the necessities for transportation into the heart of the Red river country of the north, should finally accomplish that which the financiers of his time called madness, is something bordering upon the prophetic.

Oddly enough Jim Hill has been called one of the pioneers of the country. Students of the railway problems of the country have said that he could not have ventured into the developed and developing east and made the success that came to him in the track breaking to the Pacific coast country. But pioneer as he was, he saw the necessity for more than the trails of the Red river carts, and in 1862 he was behind the building of

the first ten miles of railway in Minnesota. This line connected St. Paul with the riverside at St. Anthony, and the Hill expectations are seen in its title of the St. Paul and Pacific railway.

Always it was the need of the Red river country for transportation that appealed to Hill. When the St. Paul and Pacific showed itself inadequate and when further building was slow, he saw the advantages of river transportation to Winnipeg in competition with the steamers of the Hudson Bay company. When the two steamship lines were consolidated in 1872 Hill turned again to the railroad project, seeing plainer than ever the needs, present and future, of the northwest country.

But the St. Paul and Pacific railroad, though a little longer in miles, was tremendously deeper in debt, the figures placed at \$30,000,000 at a time when \$30,000,000 meant more than ten times that sum would mean now. The track and rolling stock were in bad shape, and the credit of the company was almost nothing. The Canadian Pacific railroad on the north and the Northern Pacific in the United States, both to be competing roads, had received liberal subsidies from their two governments, but Hill meant to build without help.

He knew every future township in the north country. He was anticipating the time when the treeless central west no longer could do without the immense tracts of timber which he designed his road should tap in Washington and Oregon.

It meant five years of consecrated work for the northern rail splitter to organize the Great Northern company. Its stockholders were for the most part in Holland and the shares had gone down until they sold for a song. Hill's road was building after the timber of the northwest, seemingly regardless of the proposition of sending the

cars back empty for 2,000 miles. When he was building, too, the rate on lumber from the coast to St. Paul was 60 cents a hundred pounds.

When the road was completed into Puget Sound in 1893, Hill discovered that there was no profit to the lumbermen in shipping at such a rate to the east. He asked what rate would leave a profit, and was told 50 cents a hundred. Hill went to Chicago, made his investigations, and returned to the coast, announcing a flat rate of 40 cents to St. Paul.

Madness? The charges were more widely circulated against him. Here was his road, completed without subsidy of any kind, traversing a new country for the most part where freights could not originate, and yet at the outset making a lumber cut one-third under the existing tariff, with the prospect of sending his empty cars from the east, 2,000 miles to the coast for reloading. But the philosopher quoted at the beginning of this article, referring to the type, describes one who "judiciously takes large risks, embarks on bold projects after lengthened and careful consideration, and probably becomes a millionaire."

Hill's judiciousness was to be proved. This proof was conceded by some of the wiser critics when Hill turned to the oriental trade as the thing to fill his west bound cars. The awakening of Japan and his hopes for China and for Russian territory in Asia led first to the establishment of a Japanese company operating steamships to the Pacific coast terminal. Later, as this business grew, the company banked more surely upon this Asiatic trade by floating its own ocean carriers that should develop the trade of the orient and make the railroad an international as well as interstate carrier.

But that a man may see big things and yet not overlook some of the smaller essentials is

shown in the character of Hill. Just when his whole soul was wrapped up in the completion of the Northern Pacific he discovered that the farmers who had followed the line of the road into the wilderness of the Dakotas were discouraged over the failure of wheat crops. His remedy for the condition was diversity of interests on the farms. To encourage the spirit he bought nearly 900 head of thoroughbred polled Angus and shorthorn bulls and more than 9,000 thoroughbred hogs, which he caused to be distributed among the farmers along the line. This at once stimulated interest in the cattle business until today it is with satisfaction that President Hill sees more hogs and cattle come into St. Paul over his line than over any of its competitors.

The iron ores of the Mesaba range attracted Hill's attention in 1899. The purchase of the logging road of Wright & Davis on the western Mesaba made a connection for his northern division with the chief iron town of Hibbing. The logging road was of standard gauge, and the Great Northern at once invaded the territory just in time to reap a harvest. Several thousand acres of barrens went with the road, and with these acres the Mahoning mine as the chief attraction in the purchase.

Within a week, it is said, Hill received an offer of \$10,000,000 for his new property, and since that time the new croppings of ore and the increasing riches shown in the Mahoning have led capitalists to offer \$26,000,000 for the mine. The Hill system is said to control Mesaba ore tonnage in excess of 250,000,000 tons, due to the long headed judgment of this man, who has seemed to bring all things into the dividend producing methods of his company.

This is the summary of some of the boldest strokes that have gone to making James J. Hill

one of the greatest railroad men the world has ever seen. As an evidence of his standing at the head of the business, some one has enumerated some of the great railroad lights of the present who are graduates from the Great Northern's school of experience. Of these men there are W. H. Newman, president of the New York Central; Russell Harding, third vice president and general manager of the Missouri Pacific system; A. H. Mohler, president and general manager of the Oregon Railroad and Navigation Company; Charles H. Warren, first vice-president and general manager of the Central Railroad of New Jersey; W. C. Watrous, superintendent of transportation of the Missouri Pacific; J. D. Farrell, president and general manager of the Pacific Coast Company; W. W. Finley, second vice-president of the Southern Railway, and J. N. Barr, vice-president of the Atlantic Coast line.

From the 437 miles of complete road of which Mr. Hill first became manager of the Great Northern system today has grown to 6,000 miles, and in spite of the "large risks" on his "bold projects" it is said that the Great Northern never once has defaulted in interest on a bond or passed a dividend due a stockholder. And it was this genius of railroading who a few years ago made the prediction:

"When the Pacific coast shall have a population of 20,000,000 Chicago will be the largest city in the world.

* * *

CO-OPERATION and frequent conference between advertiser and agent are necessary to bring out the best powers of both.

* * *

Marking your make may make your mark in this world.

DID you ever know a boy who was constantly watched, and whose every act was scrutinized with severity, to amount to anything? Did you ever know a watched boy who did not develop very undesirable qualities? Did you ever know any one who was habitually held under a microscope by a suspicious, exacting parent or teacher to develop a large, broad-minded, magnanimous character? There may be exceptions to the rule in this matter, as in all others, but you will find it true in general that children who are not trusted, and not put on their honor, will grow into mean, narrow-minded, suspicious men and women.

Like begets like. By natural law, all things seek their affinities. A critical, fault-finding, suspicious nature will awaken and call into action the worst qualities of those with whom it has dealings. Servants of employers of this kind sometimes become dishonest because suspicious thoughts are entertained concerning them so long that they begin to doubt their own integrity, and finally think they may as well have the game as the name. Boys who are conscious of being suspected all the time of doing wrong, of shirking their work, or of slighting their tasks, will come to think, after a while, that they are not worthy of trust, and that they must have some bad qualities, or parents and teachers would not regard them thus.

If there is one thing more necessary than another to the development of a strong, noble character, it is a sense of freedom. A boy must feel that he is trusted, that he is not held under constant suspicion, and that parents and teachers rely upon his honor and believe in his manliness and honesty of purpose, or he will become twisted and distorted from the manner of man that God meant him to be.

You will never get the most or best your boy

is capable of, while you watch and distrust him. The very thought that you are watching him makes him self-conscious, destroys his naturalness and spontaneity, and dampens his enthusiasm.

Advise your boy, love him, sympathize with him in his hopes and plans, and show him that you depend upon him to do what is right, and that you trust him absolutely, and you will draw out all that is best and noblest in him. But as long as you repress him, doubt his honesty and honor, and criticise him for every little defection from your idea of what a boy should do and be, you will not see him grow into a noble man.

A repressed, enslaved race can not progress, and can not develop strong character. Neither can a repressed, enslaved individual—man, woman, or child—grow in mental height or breadth.

When the president and professors of Harvard University decided to give each student his liberty—not to watch him, and not to have him feel that he was under a critical eye all the time—they were very severely criticised. When they announced that attendance at recitations and chapel exercises would no longer be compulsory, fathers and mothers of Harvard students all over the country threw up their hands in horror, and declared that their boys would go to the dogs. But President Charles W. Eliot thought differently. Observation and experience in his profession had convinced him that the watched student would never develop any desirable character or stamina. He assured the alarmed parents that, in rescinding compulsory rules, he and the other members of the faculty of Harvard were working for the best interests of the students. He pointed out to them that the manhood of their sons must be called out, that they must be put upon their honor, or they would go out from their alma mater, armed with diplomas, it is true, but weaklings in every other respect—

lacking in self-confidence and the power of initiative, and wholly unfitted to cope with the world. At that time students in all our colleges were watched and hemmed in by cast-iron rules, as if they were little children, perfectly incapable of self-government. The same was true in our academies and seminaries. Spies were put on the track of the boys, and they were run down almost like thieves. They were compelled to attend prayers and chapel exercises, and were marked for every absence from recitations or lectures. Rolls were called, and they were often induced to lie and give all sorts of excuses for their absences. In short, they were treated as irresponsibles who could not be trusted to regulate their own acts. The result was that, whenever they escaped from under the eyes of the professors, they threw off all restraint and indulged in the wildest excesses. Long repression made them degrade liberty into license whenever they got an opportunity.

The reform initiated by Harvard was adopted by the leading educational institutions throughout the country. Today our best colleges leave their students practically free from all restrictions. They are put upon their manhood, their honor; they are trusted to govern themselves. They are trained to independence of thought and action, which makes them stronger, more independent, and more orderly men. To-day there is not nearly so large a percentage of arrests or expulsions among Harvard students as before President Eliot introduced his reform, though the institution is very much larger now than it was then.

In order to develop strong independence and individuality, there must be liberty of action. It is a thousand times better for a boy to make a mistake, now and then, when acting on his own responsibility, than to go always just right while walking on crutches or being led or coerced by

some one else. It is better for him to wobble a little when walking alone than to follow an absolutely straight line when being led. It is better for him to acquire self-confidence, even though he must pay for it by suffering defeat, than to be always led by some one else.

* * *

THE world we inhabit is an astounding device of fertility and utility. There is no limit to the productiveness of a single seed. There is no existing thing, dead or alive, that may be said to be useless. Even the lazy, debased human being who consciously seeks to commit himself to a policy of uselessness will observe some use beyond his ken. Vice often preaches and enforces virtue better than virtue does. I once knew an invalid whose hopelessness was absolute. People said:—"How useless such a life! What a pity and injustice that God doesn't take her." And yet I saw what others overlooked. The uncomplaining, cheerful, self-control and consideration for others of this invalid inspired many with grander inspirations of character than are stirred by many ministers.

This world is a moral world. You may doubt it. The fault lies in the limit of your vision, the impatience of your expectation, or the falsity of your moral conception. Our world is a sphere of constant progress to better things. We have finer fruits, fairer flowers and a higher level of manhood and womanhood generally than could be said of a century ago. Our world is so ingeniously devised that the true ultimately triumphs and the false fails, character is crowned and vice vanquished. If you do not always see this it may be that you expect results too soon. Remember that, as the Psalmist has taught, what you consider a thousand years is in the divine vision only a little while. God's great consummations must be awaited. They can't be hurried, and they are worth waiting for.

You may not see the moral nature of this world because you are not sufficiently moral to take the right view. You look for results in the wrong direction. Your idea of justice is that goodness should be fat and flourishing while wickedness should wither and wail. If this world were arranged with such mechanical precision and the reward of goodness were always material, morality would disappear and men become cold, calculating machines. As the world is you will find goodness always rewarded if you look within. Genuine goodness desires no higher recognition than the joyous consciousness of duty done. Spurious goodness, the goodness which calculates, will not find this reward and is entitled to no other. Yes, this

The World
We Live In.

*Rabbi
Alexander
Lyons.*

is a moral world. God is in league with whatever is good. Our world has its troubles and tears. True, but they heighten its beauty and deepen its blessedness. A world without opposites were a killing monotony. If there were no uncertainty there would be less appreciation. If there were no sorrow and suffering there would be no tenderness, no sympathy and ultimately no love. The heart of humanity would be turned to stone. The gloom of this world is the necessary price placed by divine wisdom upon its gladness.

And yet the world is not so very gloomy as pessimists hold. There is more sunshine than shadow, more health than sickness. It is easier to smile than to weep, and a happy heart is possible to every human being, be he rich or poor, ignorant or informed, suffering or sound.

Still do we find the world faulty. And so it is, but it is man's and not God's world that is objectionable. We cause most of life's sorrows and forget its smiles. We overlook the rose and criticise the thorn. We exaggerate our personal importance and expect the universe to circle about us and dance attendance upon us. We overlook that we must fit into the world and can if we will find joy in furthering the world even at the cost of the sacrifice of our pleasures.

Let us not try to do the world, but to do for the world. Let us stop criticising God's creation and criticise ourselves. Down with selfishness! Let it be our ambition to leave life happier than we found it. If we try to see how much we can put into the world, if we strive to still its sighs, to soothe its sufferings, to chase its cares and deepen its dimples, we shall agree with the ancient conviction of the Almighty that this world is not only good, but very good.

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